

Middle East & Africa Frozen Waffles Market Forecast to 2030 – Regional Analysis– by Type (Flavored and Unflavored/Plain), Category (Gluten-Free and Conventional), and Distribution channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The Middle East & Africa frozen waffles market is expected to grow from US\$ 185.96 million in 2023 to US\$ 266.16 million by 2030. It is estimated to grow at a CAGR of 5.3% from 2023 to 2030.

Product Innovation Fuel Middle East & Africa Frozen Waffles Market

Manufacturers of frozen waffles, such as Griddle, Van's Foods, and Nature's Path Foods, are launching innovative products to expand their customer base and meet emerging consumer trends. Manufacturers are launching gluten-free, plant-based, organic, and clean-labelled products in various flavors to attract consumers. In recent years, veganism gained significant momentum. Consumers are highly inclined toward plant-based products as they perceive them as healthier than conventional ones. Additionally, people prefer plant-based food due to increasing awareness regarding animal protection and environmental sustainability.

Companies are also launching products targeting the children's segment, as waffles are popular among kids. For instance, in August 2021, Nature's Path Foods launched waffles for kids under its EnviroKidz brand, which are organic, gluten-free, and contain plant-based protein. They come in two variants, such as Penguin Party, with a mild flavor of cinnamon, and Polar Berry, with a blueberry flavor. The company launched this

product line on National Waffle Day, celebrated on August 24, 2021. The rising investment of companies in developing new and innovative products is projected to open lucrative growth opportunities in the frozen waffles market over the forecast period.

Middle East & Africa Frozen Waffles Market Overview

Countries considered for the frozen waffles market in the Middle East & Africa comprise South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. Frozen waffles are becoming widely popular in the region as the growing preference for waffles as a mainstream breakfast item is driving the market for frozen waffles. Millennial consumers love the warm crunchy feel of waffles in different flavors. Evolving perception toward the morning meal in emerging economies is anticipated to drive the demand for frozen waffles. These factors are expected to drive the growth of the frozen waffles market in the region.

Moreover, the growing use of e-commerce platforms for retailing frozen waffles is one of the major factors driving the market. People use online platforms for ease of convenience in buying products.

Middle East & Africa Frozen Waffles Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Frozen Waffles Market Segmentation

The Middle East & Africa frozen waffles market is segmented into type, category, and distribution channel, and country.

Based on type, the Middle East & Africa frozen waffles market is segmented into flavored and unflavored/plain. The flavored segment held a larger share of the Middle East & Africa frozen waffle market in 2023.

Based on end category, the Middle East & Africa frozen waffles market is segmented into gluten free and conventional. The conventional segment held the largest share of the Middle East & Africa frozen waffles market in 2023.

Based on distribution channel, the Middle East & Africa frozen waffles market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. The supermarkets and hypermarkets segment held the largest share of the

Middle East & Africa frozen waffles market in 2023.

Based on country, the Middle East & Africa frozen waffles market is segmented into the South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. The Rest of Middle East & Africa dominated the share of the Middle East & Africa frozen waffles market in 2023.

AVIETA S.A., Dr Schar AG, Dely Wafels SRL, and Kellogg's Company are some of the leading companies operating in the Middle East & Africa frozen waffles market.

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